



WILLIAM & MARY  
CHARTERED 1693

## KPI Executive Summary

W&M university strategy: *to ensure the most personal learning experience of any public university in the nation.* W&M Key Performance Indicators (KPIs) allow us to track and analyze business performance towards this strategy.

**Committee Name: Institutional Advancement**

**Date: September 2023**

**KPI Title: Marketing/Communications Indicators**

**SUMMARY:** Revenue generation is a collective effort throughout the university, particularly for University Marketing with University Communications as a primary partner. Through our use of media, we seek to drive traffic to potential revenue conversions, primarily admission and giving pages. We seek to use quality national media placements (defined as 50 leading publications) to further awareness of and interest in the university. The broader work being done, including through search engine optimization (SEO), search engine marketing (SEM), digital marketing and other paid media plays, all drive toward those W&M-owned revenue conversation webpages (i.e., *paid* and *earned* media drive engagement with *owned* media).

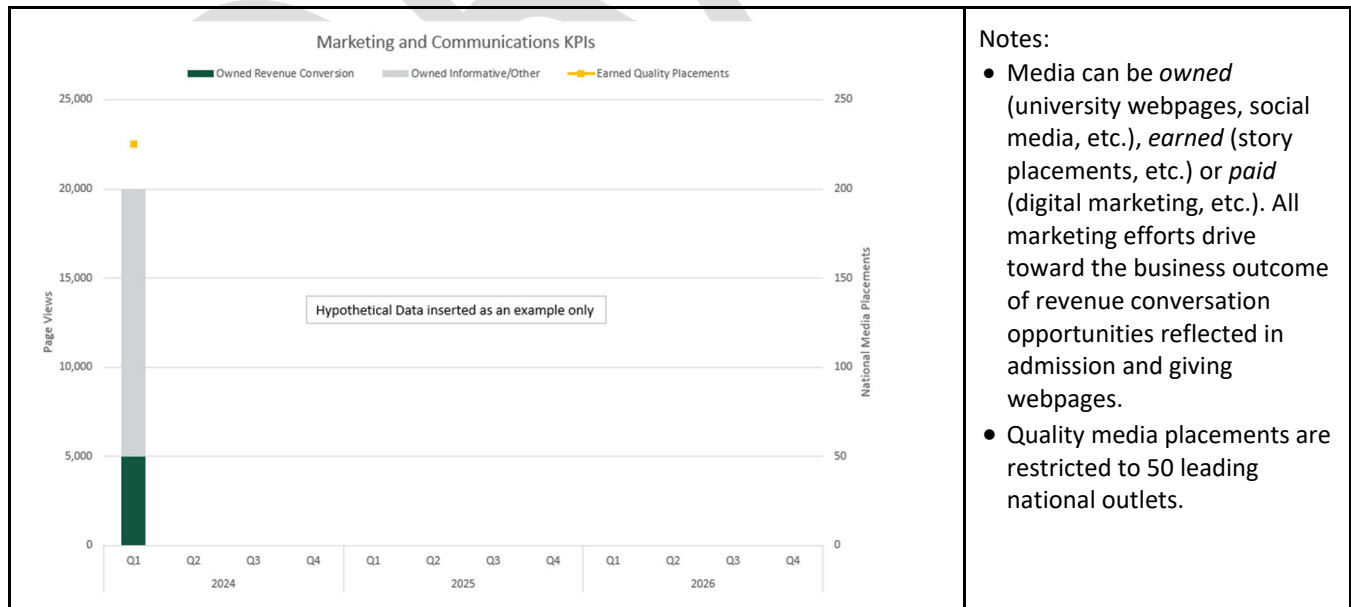
**DATA:** 1) Number of revenue conversion webpage views (admissions, giving pages); 2) number of other/informative webpage views; 3) number of quality media placements

**CYCLE:** Quarterly

**S.M.A.R.T. GOAL:** TBD – we ask to begin tracking in this new way before establishing a target; however, we know increasing from the baseline will be a component.

**DECISION-MAKING:** Inform the Board about the impact of marketing efforts and volume of marketing response. This information helps undergird market awareness in tuition decisions.

**SAMPLE GRAPHS FOR A QUADRANT**



**Notes:**

- Media can be *owned* (university webpages, social media, etc.), *earned* (story placements, etc.) or *paid* (digital marketing, etc.). All marketing efforts drive toward the business outcome of revenue conversation opportunities reflected in admission and giving webpages.
- Quality media placements are restricted to 50 leading national outlets.